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U. S. Department of Agriculture



C. E. CHAPMAN,
Introducer of the "Howard No. 17"
Strawberry.



PROFESSOR A. T. STEVENS,
of The Connecticut Agricultural College,
who furnished the Introducer the first
plants of the "Howard No. 17"
Strawberry.

Chapman's Strawberry Plants

1924

"Howard No. 17" Exclusively

FOREWORD

To my old friends who, by your generous patronage, have made the past season one of the best I ever had and for the kind words of appreciation received from you I extend my sincere thanks.

To the new friends, who give me their orders for 1924, you may be assured of the same conscientious, painstaking service that has been accorded the former patrons. The greatest handicap the past season has been the great scarcity and high cost of labor.

I have been unable to grow the past season as many plants as the season before, but have grown only what I could care for properly with the labor available, and my stock of plants for 1924 is as nice and well rooted as any I have ever offered for sale, and I particularly desire the orders of those who are satisfied only with the best that it is possible to grow.

I am offering this year only the "Howard No. 17" for reasons stated further on.

"HOWARD NO. 17."

This variety, now so well known over the greater part of the country, had its origin in Hampshire County, Mass. It was introduced to the public by me in the spring of 1918 and in the short space of five years has proved to be the most popular variety ever introduced. My first plants of it were from Prof. A. T. Stevens, of the Connecticut Agricultural College, in the spring of 1916.

It is now grown almost exclusively by many of the large commercial growers, and is so well known that it is not necessary to give a lengthy description of it. The description of the originator which, though short, covers the ground very fully, follows:

Originator's Description.

"Howard No. 17," the greatest market strawberry. More dollars are made growing this wonderful staminate variety than any other. Yields at the rate of 15,000 quarts per acre. Plants very vigorous with perfect foliage. Berries are large, firm, very beautiful and delicious. Season very early to late. A strawberry without a fault that will solve the variety question both for home use and market. This acquisition was produced after thirty years of scientific plant breeding and after 25,000 seedlings had been originated."

My own experience with this variety, together with thousands of others, has proved the truth of the originator's claim. Since I introduced the "Howard No. 17" to the public I have tested a number of varieties put out by other plant growers claiming that they were the equal of the "Howard No. 17," but they have utterly failed to make good the claim. Indeed, as compared with the "Howard No. 17," they are in the kindergarten class while the "Howard No. 17" has graduated from college, and taken a post-graduate course.

The largest fruit dealer in a near by town who saw these varieties fruiting the past summer by the side of the "Howard No. 17," told me to "forget their names." I shall continue testing the new varieties as they come out as I have done for the last 35 years, but until a variety is offered that is worthy to be classed with the "Howard No. 17," I shall grow and offer to my trade only that variety in the standards, as I have dropped from my list all that I have offered except the "Howard No. 17."

Prices for "Howard No. 17" for 1924: 1,000, \$10.00; 500, \$6.00; 250, \$3.00; 100, \$1.50; 50, \$1.00; 25, 75c.

These prices include the payment of all transportation charges by me to your post office, also insurance on the same. I paid the insurance on all orders last year except local orders and there was no complaint of failure to receive them. So far as I know there was only one other dealer in the country who did this. You are absolutely sure of getting your plants or your money back.

EVERBEARING STRAWBERRIES.

Stock All Sold.

Progressive—I consider this the best of the fall bearers. I shall have plants of this variety for sale in September and October. Fall is a good time to set these if they are given proper care and well mulched for winter.

The new \$50,000 variety sent out last spring under the name of "Kellogg's Rockhill Everbearer," which was advertised so extensively by the introducers, R. M. Kellogg Co., as being the greatest variety ever put out, excelling all others both as a fall bearer and summer bearer, has failed to make good as a fall bearer—not a blossom appearing on the plants here, and the same is true elsewhere. I have no doubt the introducers have acted in good faith but they and their customers are much disappointed in its behavior.

Terms and Advice.

No goods shipped until paid for in full, but orders will be booked and stock reserved if one-third the price is sent with the order and balance before shipment.

Make remittances in any way that is most convenient.

Shipping season begins in April and extends as long as orders are received and there are plants to fill them.

Every plant I sell will be grown by me. Order early and be sure of getting your plants.

Testimonials.

Yarmouth, Maine, May 9, 1923.

The Howard plants came yesterday. I did not suppose such large plants grew. I took a bunch and went around showing them to my neighbors and they said they beat anything they ever saw. I wonder if you went to China for those roots. I wish to say, thank you.

Very truly,

GERALDINE KING.

Long Acre Farm,

Millville, N. J., Aug. 13, 1923.

Of all the parties of whom I have received plants, yours are the best, and the best packed.

Yours very truly,

FRANK HOLLAND.

I have sold Mr. Holland nearly \$100 worth of plants in the past two years.

Rockland, Maine, May 22, 1923.

Received the 500 strawberry plants this morning in fine condition and as nice plants as I ever saw. Almost every plant I had of you last year lived and looked nice after this hard winter. Yours respectfully,

SIDNEY E. AMES.

Colchester, Conn., May 11, 1923.

I have received the 1,000 strawberry plants I ordered. They came in the best condition of any plants I ever bought. Sincerely a satisfied customer.

CHARLES F. KRAMER.

Williamsburg, Mass., May 5, 1923.

The plants I ordered—received last night—I am setting out this morning. They are such good plants I simply had to stop work and write you my appreciation. Thank you. Yours respectfully,

WALTER R. THAYER.

12 Spring Garden Street,

Providence, R. I., Edgewood Station, May 25, 1923.

I received the strawberry plants in good condition and they are all living. Thanking you. Yours truly,

B. F. HULL.

Expected Chapman's plants to be better than the others and they were.

South Vernon, Mass., March 19, 1923.

I inclose order for \$16.95 for plants. I am ordering some different kinds from other parties but expect that yours will be the best for I have seen yours advertised in "New England Homestead" for years.

Sincerely yours,

SARAH L. LANG.

Later.

South Vernon, Mass., May 21, 1923.

Your plants came all safe and were "some plants"—the largest and best of them all.

Sincerely,

SARAH L. LANG.

Norwood, N. J., Jan. 13, 1923.

The strawberry plants I bought of you last spring arrived in fine condition and practically 100 per cent. lived. Very truly yours,

L. W. KENYON.

Plymouth, N. H., Feb 14, 1923.

I inclose my check for \$11.50. Kindly send about May 1st the plants ordered. Your plants stand up under the most adverse conditions. Am pleased with them.

Very truly,

ROSE DEARBORN.

Northford, Conn., April 26, 1923.

I was well satisfied with the plants you sent me last year. I want 4,000 "Howard 17" this year and will buy from no other grower. I inclose check.

Yours truly,

HARRY FRONTERO.

I have sold Mr. Frontero \$100.00 worth of plants in the past three years.

Northboro, Mass., April 17, 1923.

Please send me your booklet. "The Howard 17" strawberry plants that I bought of you two years ago have given us some wonderful returns.

Yours truly,

MRS. L. A. BALCOM.

A few days later I received an order from Mrs. Balcom for 4,000 "Howard 17" plants.

I am pleased with the above testimonials for they show that people do appreciate good treatment.

With kind regards and best wishes to all my friends, old and new, I am as ever yours for the best plants and service.

C. E. CHAPMAN,

Introducer "Howard No. 17" Strawberry.

North Stonington, Connecticut.

Telephone 43-14, Mystic.